



If you would like your business to be an Art Up Front site this June, please complete and return this application to the Cambridge Arts Council by **Monday, April 4, 2005**.

Business Name: _____

Business Address: _____

Business Phone: _____ Business Fax: _____

Contact Person/Title: _____

Email: _____

1. Please choose which dates you are interested in participating:

☐ Sunday, May 29 through Sunday, June 19

☐ Sunday, June 5 through Sunday, June 19

☐ Sunday, June 12 through Sunday, June 19

2. I have _____ window display spaces to be used for Art Up Front.

3. Please check each box that best describes your window space(s):

☐ Enclosed display case with back

☐ Display space has floor that could hold standing work

☐ Storefront window with no enclosure

☐ Receives direct sunlight

☐ Storefront window with partial enclosure

☐ Receives partial sunlight

☐ Only source of natural light

☐ No direct sunlight

☐ Is equipped with display lights

☐ Has an electrical outlet that could be used if needed

☐ There is a possibility to hang items from ceiling, rafters, etc.

4. Would you be interested in participating in an Unveiling Celebration in your neighborhood?

☐ yes

☐ no

Once you have read the guidelines and completed the artist application, please sign below and mail application to CAC. The guidelines page should be kept for your records.

By signing this document, you are hereby releasing and agree to hold harmless the Cambridge Arts Council, the City of Cambridge, and the participating artist from any liabilities and/or damage that may occur during the Art Up Front initiative.

Signature _____ Date _____

Thank you! Please return this form by Monday, April 4, 2005 to:

Art Up Front

Cambridge Arts Council

344 Broadway

Cambridge, MA 02139

For questions or further information, please call Elizabeth White at 617/349-4385.



There is no application fee for artists or businesses to participate, and no stipends will be distributed. This initiative is a community-building event, designed to bolster recognition for the arts. Both artists and businesses have a mutual benefit by participating. Art Up Front will provide local businesses with the opportunity to show the community they are committed to Cambridge and understand the importance of arts and culture. Participation provides a potential for attracting new customers by creating a visually engaging storefront and an opportunity to have their business name included in Cambridge River Festival materials and an on-site Festival display. This initiative will provide a role for visual artists in a community art celebration, exposure for their work, an environment in which they can connect with the community, and significant participation in a festival that celebrates the arts in Cambridge.

Art Up Front Participant Information

The Cambridge Arts Council staff will pair each artist with a business location that best compliments their proposal of intent. CAC will provide artist with specifications of the space in which they will be working. We encourage artists to see the space during the planning stage, and meet with the business contact. We will attempt to provide art to those businesses that wish to participate, however, we must take into consideration the technical needs of each artist's proposal, as well as the business's needs and preferences. The application form is designed to help us make this year's partnerships successful. As always, we encourage participants to contact CAC for further information.

Installation and Removal of Art Work

Installations will take place Sunday, May 29, Sunday, June 5, or Sunday, June 12, depending on the business's selection. All artwork must be removed by **Sunday, June 19, 2005**. All exceptions must be written and signed and dated by both artist and business contact.

Jury Selection Process

A Jury Committee will review each artist application. Participants are accepted based on the quality of work and/or original concept of proposal.

Liability

Artists will work with the existing display space, and will not make any permanent changes or additions. The Cambridge Arts Council will take every precaution to ensure the protection of display space. However, the Arts Council, the City of Cambridge, and the participating artist will not assume any responsibility for damages incurred during Art Up Front.

Artists will take into account the various elements that may harm their work before installation (i.e. sunlight, temperature, wind, etc.). The Cambridge Arts Council will take every precaution to ensure the safety and proper display of work. However, the Arts Council, the City of Cambridge, and the participating business will not assume responsibility for the protection and maintenance of artwork, or other damages incurred during Art Up Front.

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